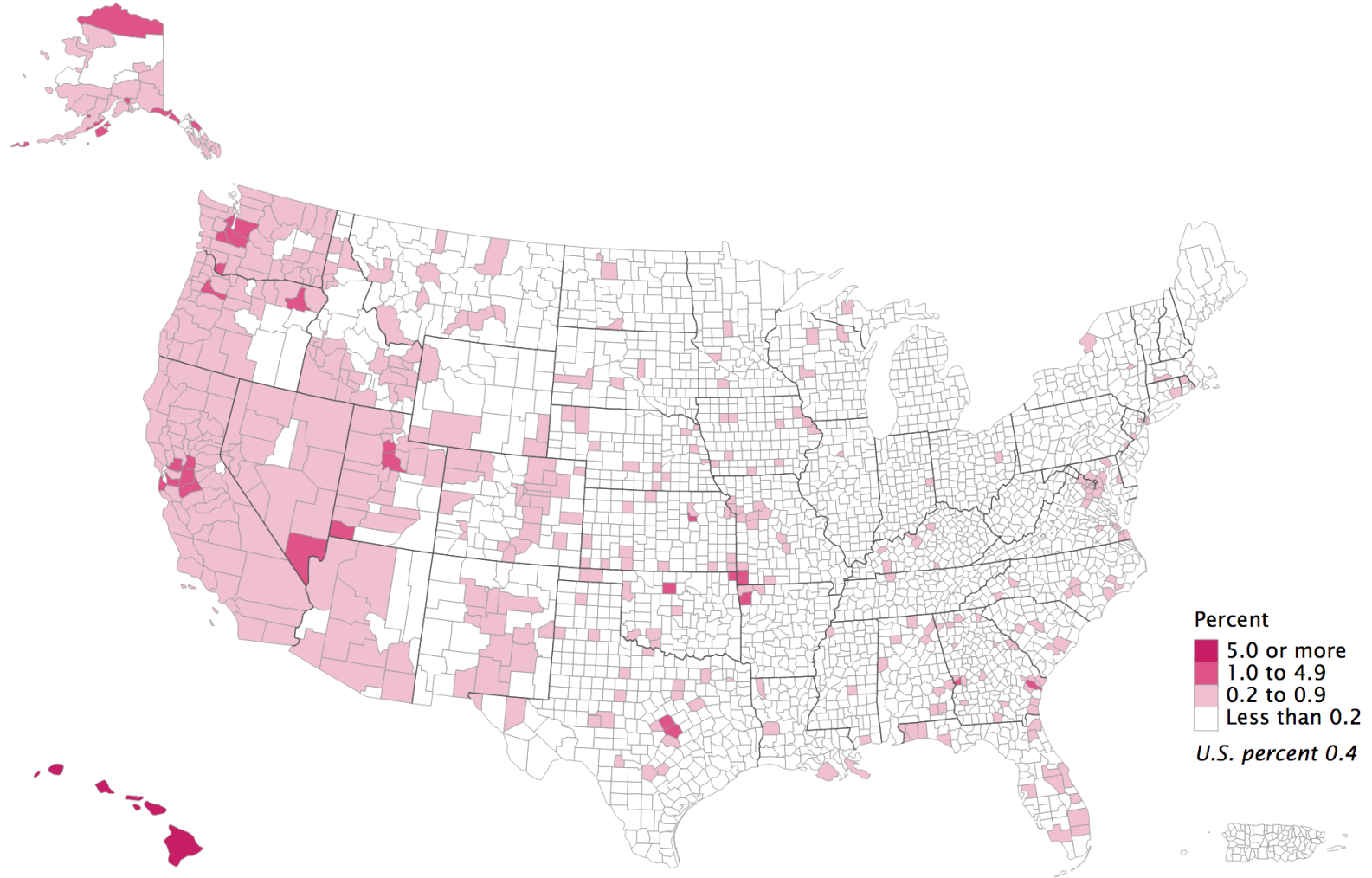


Your Community by the Numbers: Race, Ethnicity, Foreign Born, and Ancestry

September 23, 2019

Presented by: Eric Coyle
Data Dissemination Specialist
U.S. Census Bureau



Agenda

Race, Hispanic Origin, Foreign Born, and Ancestry

- Overview

American Community Survey

- Overview
- Geography

Accessing Census Data

- AFF, API, CBB, Infographics, etc.

Q&A

What is the difference?

RACE:

White

Black

American Indian or
Alaska native

Asian (detailed
groups)

Pacific Islander

Race

HISPANIC ORIGIN:

Hispanic, Latino, or
Spanish Origin
(detailed groups)

Can be of any race
and ancestry

Hispanic-Origin

FOREIGN BORN:

Based on the Place
of Birth (Example:
Russia, Brazil,
Bulgaria, etc.). Could
be of any race,
origin, and ancestry.

Foreign-Born

ANCESTRY:

Respondents can
have multiple
ancestries.
(Example: Russian,
Brazilian, Bulgarian,
etc.)

Ancestry

Race and Ethnicity

History of Collection in the U.S. Decennial Census

1800

Slaves

Free White
Females &
Males

All Other
Free Persons



The racial categorization in the first decennial census of 1790 was a reflection of Article 1, Sect. 2, of the newly ratified U.S. Constitution.

Data on race were recorded via enumerator observation.

Sketch of the whole number of Persons in the Town of Jefferson, in the County of Washington, State of Virginia, on the 1st day of September 1790.

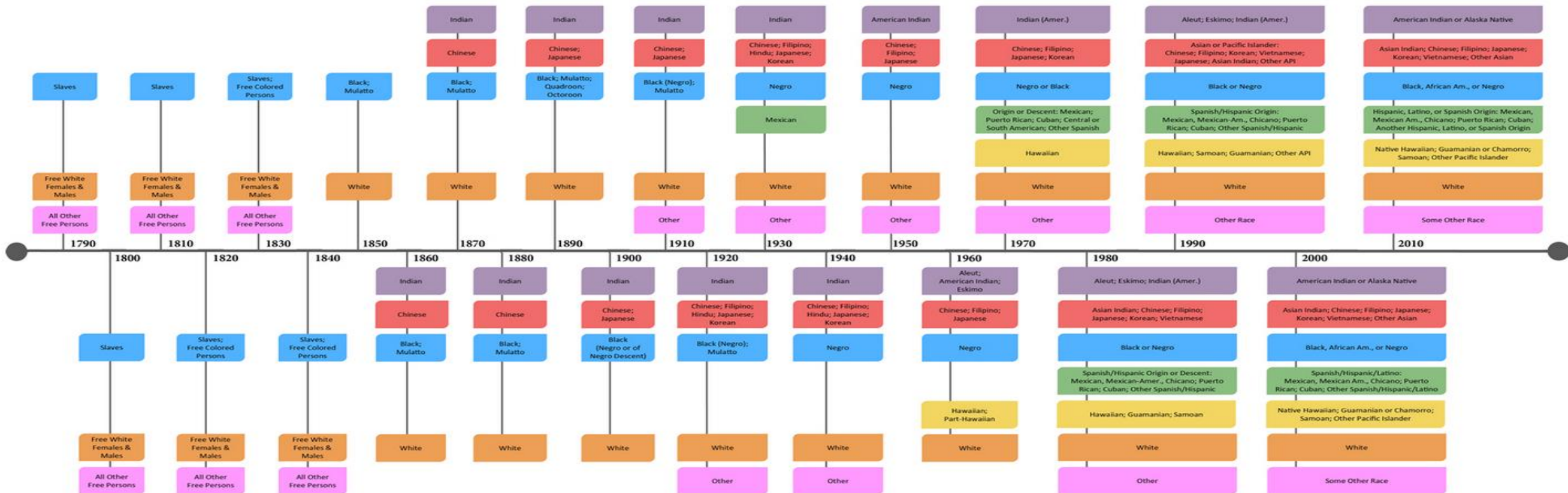
Number of	Free White	Free Colored	Slaves	Total
Jefferson	188	7	10	205
Washington	188	7	10	205
...

The whole number of Persons in the County of Washington, on the 1st day of September 1790.

- Measured since 1790 Census
- Census form has reflected changes in society
- Influenced by social, political, and economic factors
- 1980 Census to present follows OMB standards
- Based on self-identification

Race & Ethnicity Across the Decades

Measuring Race and Ethnicity Across the Decades: 1790–2010 Mapped to 1997 U.S. Office of Management and Budget Classification Standards



Gibson, Campbell, and Kay Jung. 2002. "Historical Census Statistics on Population By Race, 1790 to 1990, and By Hispanic Origin, 1790 to 1990, For The United States, Regions, Divisions, and States."

Humes, Karen, and Howard Hogan. 2009. "Measurement of Race and Ethnicity in a Changing, Multicultural America."

Humes, Karen R., Nicholas A. Jones, and Roberto R. Ramirez. 2011. "Overview of Race and Hispanic Origin: 2010."

Office of Management and Budget. 1978. "Statistical directive no. 15: Race and ethnic standards for federal agencies and administrative reporting."

Office of Management and Budget. 1997. "Revisions to the standards for the classification of federal data on race and ethnicity."

U.S. Census Bureau History Questionnaires. (2014, March 31).

https://www.census.gov/data-tools/demo/race/MREAD_1790_2010.html

[illegible][illegible]

9. What is Person 1's race? Mark ☒ one or more boxes.

☐ White

☐ Black, African Am., or Negro

☐ American Indian or Alaska Native — *Print name of enrolled or principal tribe.* ↘

☐ Asian Indian ☐ Japanese ☐ Native Hawaiian

☐ Chinese ☐ Korean ☐ Guamanian or Chamorro

☐ Filipino ☐ Vietnamese ☐ Samoan

☐ Other Asian — *Print race, for example, Hmong, Laotian, Thai, Pakistani, Cambodian, and so on.* ↘

☐ Other Pacific Islander — *Print race, for example, Fijian, Tongan, and so on.* ↘

☐ Some other race — *Print race.* ↘

- The Office of Management and Budget (OMB) establishes the standards for the classification of federal data on race and ethnicity: obamawhitehouse.archives.gov/omb/fedreg_1997standards

Census Bureau Research on Race Ethnicity for the 2020 Census

Combined Race/Ethnicity Question Design

8. What is Person 1's race or ethnicity?
Mark all boxes that apply **AND** print ethnicities in the spaces below.
Note, you may report more than one group.

☐ **WHITE** – Provide details below.

<input type="checkbox"/> German	<input type="checkbox"/> Irish	<input type="checkbox"/> English
<input type="checkbox"/> Italian	<input type="checkbox"/> Polish	<input type="checkbox"/> French

Print, for example, Scottish, Norwegian, Dutch, etc.

☐ **HISPANIC, LATINO, OR SPANISH** – Provide details below.

<input type="checkbox"/> Mexican or Mexican American	<input type="checkbox"/> Puerto Rican	<input type="checkbox"/> Cuban
<input type="checkbox"/> Salvadoran	<input type="checkbox"/> Dominican	<input type="checkbox"/> Colombian

Print, for example, Guatemalan, Spaniard, Ecuadorian, etc.

☐ **BLACK OR AFRICAN AMERICAN** – Provide details below.

<input type="checkbox"/> African American	<input type="checkbox"/> Jamaican	<input type="checkbox"/> Haitian
<input type="checkbox"/> Nigerian	<input type="checkbox"/> Ethiopian	<input type="checkbox"/> Somali

Print, for example, Ghanaian, South African, Barbadian, etc.

☐ **ASIAN** – Provide details below.

<input type="checkbox"/> Chinese	<input type="checkbox"/> Filipino	<input type="checkbox"/> Asian Indian
<input type="checkbox"/> Vietnamese	<input type="checkbox"/> Korean	<input type="checkbox"/> Japanese

Print, for example, Pakistani, Cambodian, Hmong, etc.

☐ **AMERICAN INDIAN OR ALASKA NATIVE** – Print, for example, Navajo Nation, Blackfeet Tribe, Mayan, Aztec, Native Village of Barrow Inupiat Traditional Government, Tlingit, etc.

☐ **MIDDLE EASTERN OR NORTH AFRICAN** – Provide details below.

<input type="checkbox"/> Lebanese	<input type="checkbox"/> Iranian	<input type="checkbox"/> Egyptian
<input type="checkbox"/> Syrian	<input type="checkbox"/> Moroccan	<input type="checkbox"/> Israeli

Print, for example, Algerian, Iraqi, Kurdish, etc.

☐ **NATIVE HAWAIIAN OR OTHER PACIFIC ISLANDER** – Provide details below.

<input type="checkbox"/> Native Hawaiian	<input type="checkbox"/> Samoan	<input type="checkbox"/> Chamorro
<input type="checkbox"/> Tongan	<input type="checkbox"/> Fijian	<input type="checkbox"/> Marshallese

Print, for example, Palauan, Tahitian, Chuukese, etc.

☐ **SOME OTHER RACE OR ETHNICITY** – Print details.

- Census Bureau conducted extensive research and outreach over past decade, including two groundbreaking national studies on how to improve race and ethnicity question(s)
- Extensive research and outreach showed combined race/ethnicity question with detailed checkboxes is the optimal design for improving race/ethnicity data
- Determining census content is an extensive undertaking, involving research and stakeholder engagement

Separate Ethnicity Question and Race Question Design

→ NOTE: Please answer BOTH Question 8 about Hispanic origin and Question 9 about race. For this census, Hispanic origins are not races.

8. Is Person 1 of Hispanic, Latino, or Spanish origin?
Mark ☒ one or more boxes **AND** print origins.

☐ No, not of Hispanic, Latino, or Spanish origin

☐ Yes, Mexican, Mexican Am., Chicano

☐ Yes, Puerto Rican

☐ Yes, Cuban

☐ Yes, another Hispanic, Latino, or Spanish origin – Print, for example, Salvadoran, Dominican, Colombian, Guatemalan, Spaniard, Ecuadorian, etc.

9. What is Person 1's race?
Mark ☒ one or more boxes **AND** print origins.

☐ White – Print, for example, German, Irish, English, Italian, Lebanese, Egyptian, etc.

☐ Black or African Am. – Print, for example, African American, Jamaican, Haitian, Nigerian, Ethiopian, Somali, etc.

☐ American Indian or Alaska Native – Print name of enrolled or principal tribe(s), for example, Navajo Nation, Blackfeet Tribe, Mayan, Aztec, Native Village of Barrow Inupiat Traditional Government, Nome Eskimo Community, etc.


<input type="checkbox"/> Chinese	<input type="checkbox"/> Vietnamese	<input type="checkbox"/> Native Hawaiian
<input type="checkbox"/> Filipino	<input type="checkbox"/> Korean	<input type="checkbox"/> Samoan
<input type="checkbox"/> Asian Indian	<input type="checkbox"/> Japanese	<input type="checkbox"/> Chamorro
<input type="checkbox"/> Other Asian – Print, for example, Pakistani, Cambodian, Hmong, etc. <input type="text"/>	<input type="checkbox"/> Other Pacific Islander – Print, for example, Tongan, Fijian, Marshallese, etc. <input type="text"/>	

☐ Some other race – Print race or origin.

Department of Commerce
Economic and Statistics Administration
Bureau of Economic Analysis

Census Bureau Decision for 2020 Census Separate Ethnicity and Race Questions

- The Census Bureau issued memorandum to document 2020 Census Program decision on race and ethnicity questions (January 26, 2018)
- Census Bureau needed to make a decision on design of race and ethnicity questions by December 31, 2017 to prepare 2020 Census systems, and deliver final 2020 Census question wording to Congress by March 31, 2018
- In accordance with current OMB standards, Census Bureau will use two separate questions for collecting data on race and ethnicity



UNITED STATES DEPARTMENT OF COMMERCE
Economics and Statistics Administration
U.S. Census Bureau
Washington, DC 20233-0001

2020 CENSUS PROGRAM MEMORANDUM SERIES: 2018.02

Date: January 26, 2018

MEMORANDUM FOR: The Record

From: Albert E. Fontenot, Jr. (January 26, 2018)
Associate Director for Decennial Census Programs

Subject: Using Two Separate Questions for Race and Ethnicity in 2018 End-to-End Census Test and 2020 Census



Contact: Burton Reist, Chief
Decennial Communications and Stakeholder Relations
301-763-4155

This memorandum documents the 2020 Census Program decision to continue to use two separate questions for collecting data on race and ethnicity in the 2018 End-to-End Census Test and the 2020 Census.

Overview
The Census Bureau needed to make a decision on the design of the race and ethnicity questions by December 31, 2017 in order to prepare 2020 Census systems, and deliver the final 2020 Census question wording to Congress by March 31, 2018.

Discussion
The Census Bureau will continue to use two separate questions for collecting data on race and ethnicity in the 2018 End-to-End Census Test, and as the proposed format for the 2020 Census. The race and ethnicity questions include several design changes that were tested over the past decade in effort to improve the designs from the 2010 Census.

OMB Categories and Definitions
All Federal statistical agencies, including the Census Bureau, must adhere to the 1997 Office of Management and Budget (OMB) [Revisions to the Standards for the Classification of Federal Data on Race and Ethnicity](#). The OMB standards specify five minimum categories for data on race: American Indian or Alaska Native, Asian, Black or African American, Native Hawaiian or Other Pacific Islander, and White; and two categories for data on ethnicity: "Hispanic or Latino" and "Not Hispanic or Latino." The OMB standards explain that the specified race and ethnicity categories are socio-political constructs and should not be interpreted as being scientific or anthropological in nature. The OMB standards provide the following definitions for the race and ethnicity categories:



census.gov

Source: www.census.gov/programs-surveys/decennial-census/2020-census/planning-management/memo-series/2020-memo-2018_02.html

U.S. Office of Management and Budget (OMB)

Standards for Race and Ethnicity (1997)

OMB Ethnicity Categories:

- Hispanic or Latino
- Not Hispanic or Latino

OMB Race Categories:

- American Indian or Alaska Native
- Asian
- Black or African American
- Native Hawaiian or Other Pacific Islander
- White

The Census Bureau is also permitted to use the category “Some Other Race”

Source: www.gpo.gov/fdsys/pkg/FR-1997-10-30/pdf/97-28653.pdf

U.S. Office of Management and Budget

Standards for Race and Ethnicity (1997)

OMB minimum categories for data on race and ethnicity for Federal statistics, program administrative reporting, and civil rights compliance reporting are defined as follows:

- American Indian or Alaska Native - A person having origins in any of the original peoples of North and South America (including Central America), and who maintains tribal affiliation or community attachment.
- Asian - A person having origins in any of the original peoples of the Far East, Southeast Asia, or the Indian subcontinent including, for example, Cambodia, China, India, Japan, Korea, Malaysia, Pakistan, the Philippine Islands, Thailand, and Vietnam.
- Black or African American - A person having origins in any of the black racial groups of Africa.
- Hispanic or Latino - A person of Cuban, Mexican, Puerto Rican, South or Central American, or other Spanish culture or origin, regardless of race.
- Native Hawaiian or Other Pacific Islander - A person having origins in any of the original peoples of Hawaii, Guam, Samoa, or other Pacific Islands.
- White - A person having origins in any of the original peoples of Europe, the Middle East, or North Africa.

- Source: www.gpo.gov/fdsys/pkg/FR-1997-10-30/pdf/97-28653.pdf

Proposed Design for 2020 Census

Separate Ethnicity Question

→ NOTE: Please answer BOTH Question 6 about Hispanic origin and Question 7 about race. For this census, Hispanic origins are not races.

6. Is this person of Hispanic, Latino, or Spanish origin?

- ☐ No, not of Hispanic, Latino, or Spanish origin
- ☐ Yes, Mexican, Mexican Am., Chicano
- ☐ Yes, Puerto Rican
- ☐ Yes, Cuban
- ☐ Yes, another Hispanic, Latino, or Spanish origin – *Print, for example, Salvadoran, Dominican, Colombian, Guatemalan, Spaniard, Ecuadorian, etc.*

More information at:
<https://www.census.gov/progr/ams-surveys/decennial-census/2020-census.html>

<https://2020census.gov/en>

- Question designs for 2020 Census must adhere to 1997 OMB standards for race and ethnicity
- Census Bureau will not use combined question format for collecting race and ethnicity; 1997 OMB standards require two separate questions for self-response
- Census Bureau will not use “Middle Eastern or North African” category
- Several significant changes from 2010 Census questions proposed for race and ethnicity

Separate Race Question

7. What is this person's race?

Mark ☒ one or more boxes AND print origins.

- ☐ White – *Print, for example, German, Irish, English, Italian, Lebanese, Egyptian, etc.*

- ☐ Black or African Am. – *Print, for example, African American, Jamaican, Haitian, Nigerian, Ethiopian, Somali, etc.*

- ☐ American Indian or Alaska Native – *Print name of enrolled or principal tribe(s), for example, Navajo Nation, Blackfeet Tribe, Mayan, Aztec, Native Village of Barrow Inupiat Traditional Government, Nome Eskimo Community, etc.*

- | | | |
|--------------------------------------------------------------------------------------------------------|-------------------------------------|-------------------------------------------------------------------------------------------------------------------|
| <input type="checkbox"/> Chinese | <input type="checkbox"/> Vietnamese | <input type="checkbox"/> Native Hawaiian |
| <input type="checkbox"/> Filipino | <input type="checkbox"/> Korean | <input type="checkbox"/> Samoan |
| <input type="checkbox"/> Asian Indian | <input type="checkbox"/> Japanese | <input type="checkbox"/> Chamorro |
| <input type="checkbox"/> Other Asian –
<i>Print, for example, Pakistani, Cambodian, Hmong, etc.</i> | | <input type="checkbox"/> Other Pacific Islander –
<i>Print, for example, Tongan, Fijian, Marshallese, etc.</i> |

- ☐ Some other race – *Print race or origin.*

The American Community Survey

Overview

The American Community Survey

The Foundation

The American Community Survey (ACS) is on the leading edge of survey design, continuous improvement, and data quality

- The nation's most current, reliable, and accessible data source for local statistics on critical planning topics such as age, children, veterans, commuting, education, income, and employment
- Surveys **3.5 million** households and informs over **\$675 billion** of Federal government spending each year
 - Visit 20,000 Group Quarter facilities and sample approximately 194,000 residents each year
- Covers **35+ topics**, supports over **300** evidence-based Federal government uses, and produces **11 billion** estimates each year
- Three key annual data releases:
 - 1-year Estimates (for large populations)
 - 1-year Supplemental Estimates (for small populations)
 - 5-year Estimates (for very small populations)

13195011

U.S. DEPARTMENT OF COMMERCE
Economics and Statistics Administration
U.S. CENSUS BUREAU

THE American Community Survey

This booklet shows the content of the American Community Survey questionnaire.

Start Here

Respond online today at:
<https://respond.census.gov/acs>
OR
Complete this form and mail it back as soon as possible.

This form asks for information about the people who are living or staying at the address on the mailing label and about the house, apartment, or mobile home located at the address on the mailing label.

If you need help or have questions about completing this form, please call 1-800-354-7271. The telephone call is free.

Telephone Device for the Deaf (TDD):
Call 1-800-582-8330. The telephone call is free.

¿NECESITA AYUDA? Si usted habla español y necesita ayuda para completar su cuestionario, llame sin cargo alguno al 1-877-833-5625. Usted también puede completar su entrevista por teléfono con un entrevistador que habla español. O puede responder por Internet en: <https://respond.census.gov/acs>

For more information about the American Community Survey, visit our web site at: <http://www.census.gov/acs/www/>

Please print today's date.
Month Day Year

Please print the name and telephone number of the person who is filling out this form. We may contact you if there is a question.
Last Name
First Name MI
Area Code + Number

How many people are living or staying at this address?
• **INCLUDE** everyone who is living or staying here for more than 2 months.
• **INCLUDE** yourself if you are living here for more than 2 months.
• **INCLUDE** anyone else staying here who does not have another place to stay, even if they are here for 2 months or less.
• **DO NOT INCLUDE** anyone who is living somewhere else for more than 2 months, such as a college student living away or someone in the Armed Forces on deployment.

Number of people

Fill out pages 2, 3, and 4 for everyone, including yourself, who is living or staying at this address for more than 2 months. Then complete the rest of the form.

FORM **ACS-1(Info)(2015)**
(06-17-2014)

OMB No. 0607-0810
OMB No. 0607-0936

Race and Ethnicity Questions on the ACS

→ **NOTE: Please answer BOTH Question 5 about Hispanic origin and Question 6 about race. For this survey, Hispanic origins are not races.**

5 Is Person 1 of Hispanic, Latino, or Spanish origin?

☐ No, not of Hispanic, Latino, or Spanish origin

☐ Yes, Mexican, Mexican Am., Chicano

☐ Yes, Puerto Rican

☐ Yes, Cuban

☐ Yes, another Hispanic, Latino, or Spanish origin – *Print origin, for example, Argentinean, Colombian, Dominican, Nicaraguan, Salvadoran, Spaniard, and so on.* ↗

6 What is Person 1's race? Mark (X) one or more boxes.

☐ White

☐ Black or African Am.

☐ American Indian or Alaska Native — *Print name of enrolled or principal tribe.* ↗

<input type="checkbox"/> Asian Indian	<input type="checkbox"/> Japanese	<input type="checkbox"/> Native Hawaiian
<input type="checkbox"/> Chinese	<input type="checkbox"/> Korean	<input type="checkbox"/> Guamanian or Chamorro
<input type="checkbox"/> Filipino	<input type="checkbox"/> Vietnamese	<input type="checkbox"/> Samoan
<input type="checkbox"/> Other Asian – <i>Print race, for example, Hmong, Laotian, Thai, Pakistani, Cambodian, and so on.</i> ↗		<input type="checkbox"/> Other Pacific Islander – <i>Print race, for example, Fijian, Tongan, and so on.</i> ↗

☐ Some other race – *Print race.* ↗

Place of Birth & Ancestry Questions on the ACS

7 Where was this person born?

☐ In the United States – *Print name of state.*

☐ Outside the United States – *Print name of foreign country, or Puerto Rico, Guam, etc.*

8 Is this person a citizen of the United States?

☐ Yes, born in the United States → *SKIP to 10a*

☐ Yes, born in Puerto Rico, Guam, the U.S. Virgin Islands, or Northern Marianas

☐ Yes, born abroad of U.S. citizen parent or parents

☐ Yes, U.S. citizen by naturalization – *Print year of naturalization*

☐ No, not a U.S. citizen

9 When did this person come to live in the United States? *Print numbers in boxes.*

Year

13 What is this person's ancestry or ethnic origin?

(For example: Italian, Jamaican, African Am., Cambodian, Cape Verdean, Norwegian, Dominican, French Canadian, Haitian, Korean, Lebanese, Polish, Nigerian, Mexican, Taiwanese, Ukrainian, and so on.)

The American Community Survey

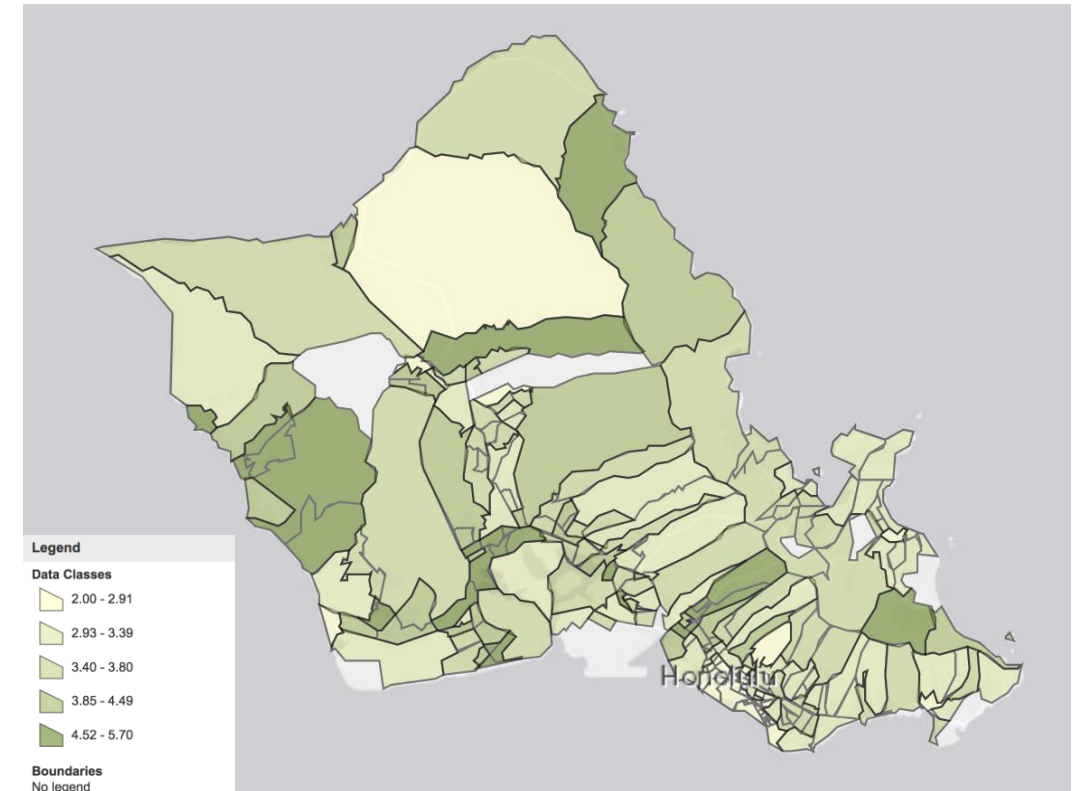
Market Research

An automobile company wants to understand the different characteristics of communities around high performing and low performing dealerships.

The ACS tells businesses about its potential customers:

- Are residents of a different age, sex, or family size in these locations?
- Have changes to employment or earnings changed local household budgets? (Maybe rent and utility costs are impacting budgets as well.)
- Are new residents part of a demographic that doesn't drive?
- Do residents speak different languages? Does the dealership need signs or products promoted in other languages?
- Is a rise in computer and internet use providing opportunities for new ways to reach your customers?

Average Family Size by Census Tracts in Honolulu County



Source: U.S. Census Bureau, 2013-2017 American Community Survey 5-Year Estimates

The American Community Survey

Availability of 2018 Data Products

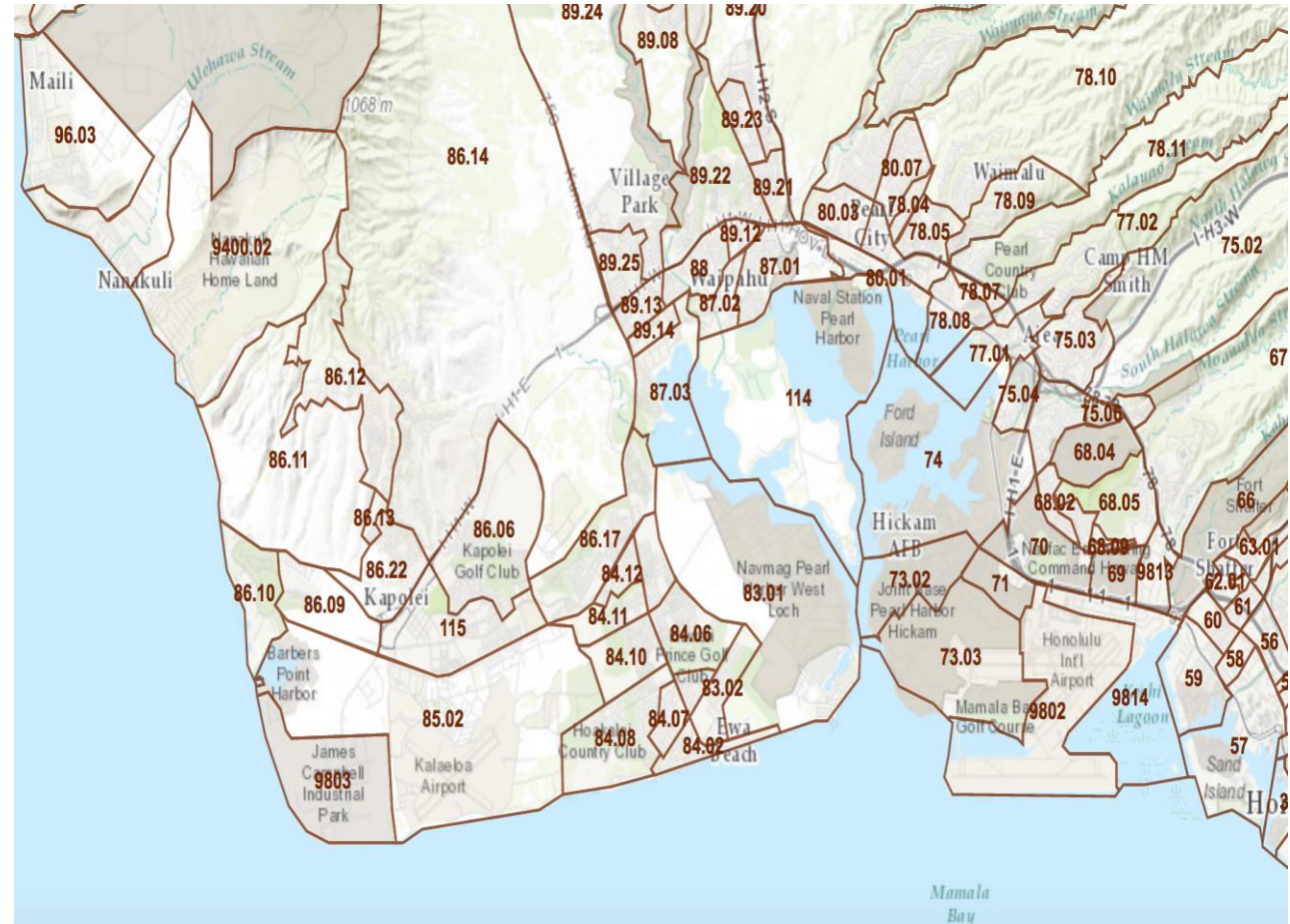
Estimated Population of Geographic Area	1-Year Estimates	1-Year Supplemental Estimates	5-Year Estimates
65,000 or more	X	X	X
20,000 to 64,999		X	X
Less than 20,000			X
Release Date	September 26, 2019	February 6, 2020	December 19, 2019

census.gov/programs-surveys/acs/news/data-releases

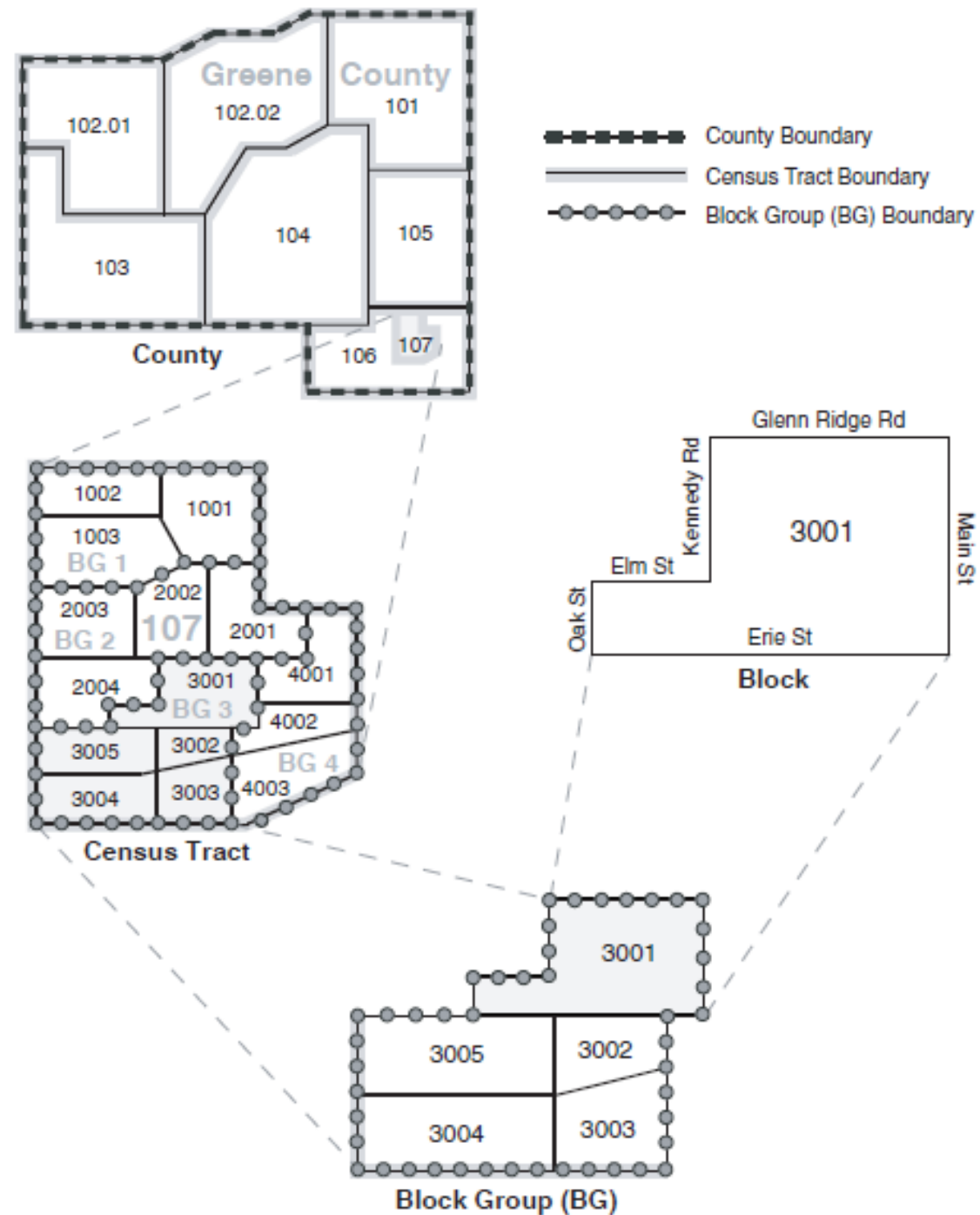
Census Geography

Selected Census Geographic Concepts—Statistical Areas

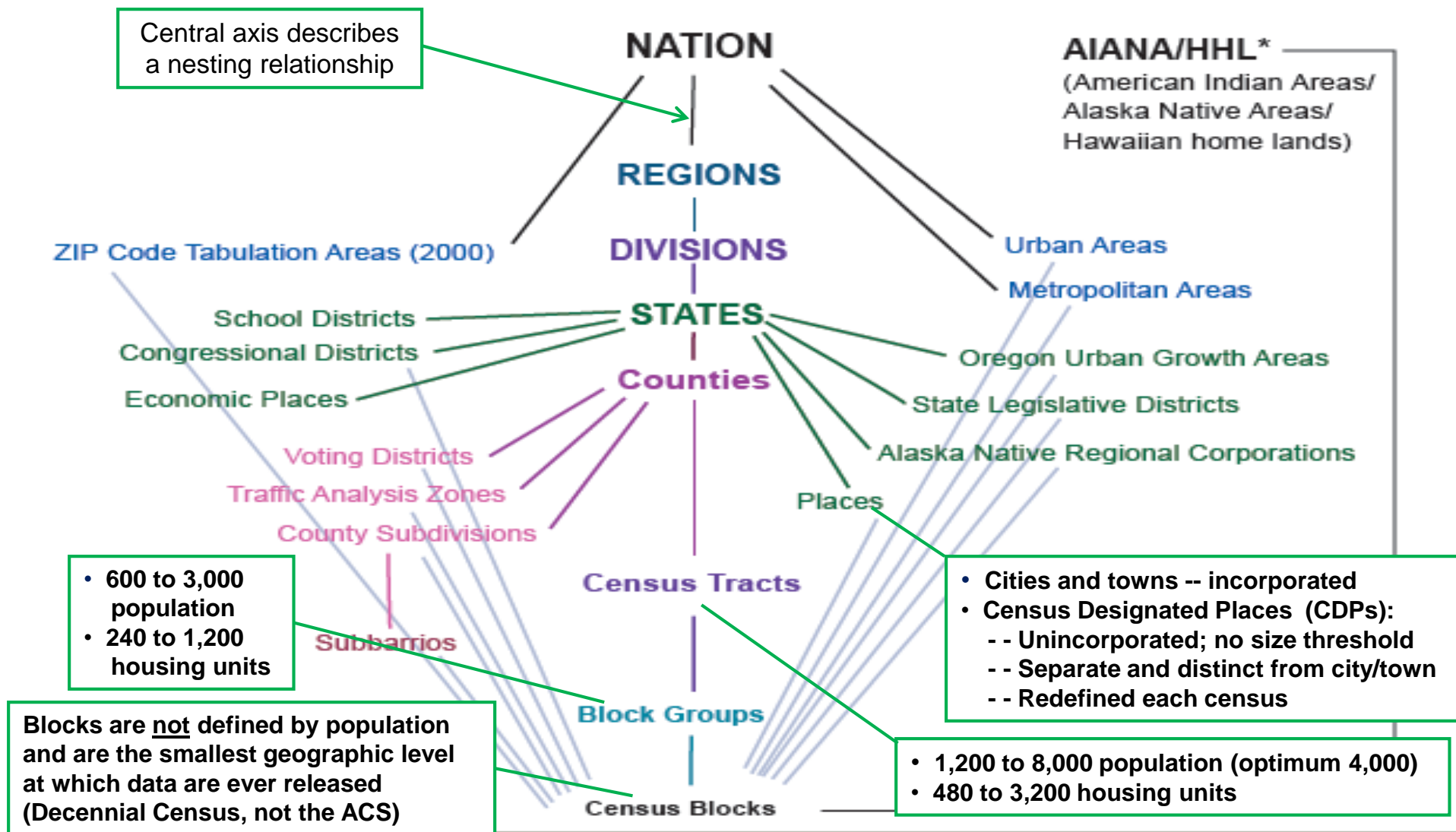
- Regions
- Divisions
- Census Designated Places
- Census County Divisions
- Public Use Microdata Areas (PUMAs)
- Zip Code Tabulation Areas (ZCTAs)
- Census Tracts
- Block Groups
- Block



Geographic Area Relationships— Small Statistical Areas




Census Geography Hierarchy



Accessing Census Data

ACS Website



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American Community Survey (ACS)

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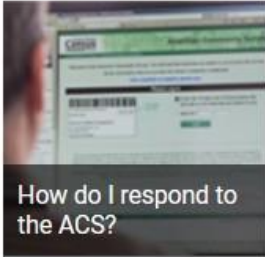
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[Operations and Administration](#)

[Contact Us](#)


The [American Community Survey \(ACS\)](#) helps local officials, community leaders, and businesses understand the changes taking place in their communities. It is the premier source for detailed population and housing information about our nation.




How do I respond to the ACS?



Why do you ask each question?



Where can I get ACS data?



The American Community Survey

Selected Ways to Access Data

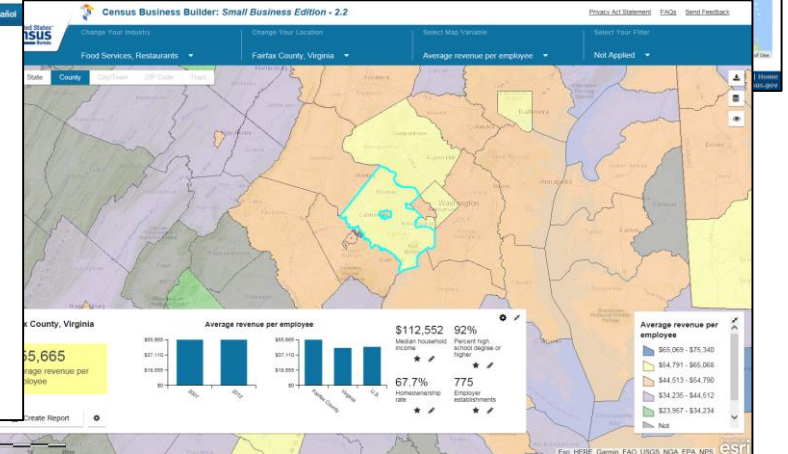
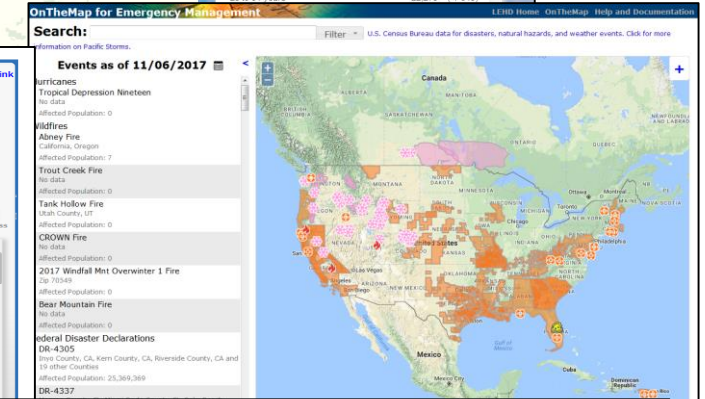
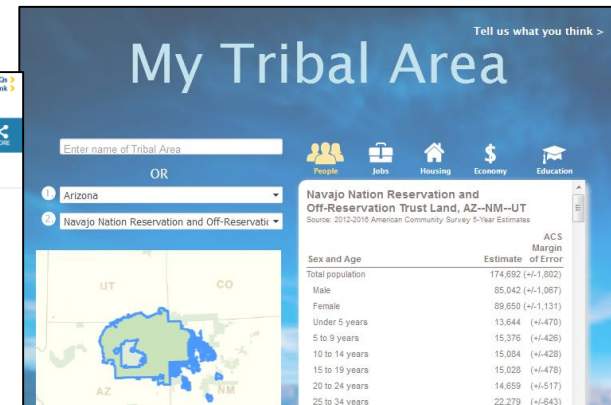
- [American FactFinder](#)
- [Application Programming Interface \(API\)](#)
- [Census Business Builder](#)
- [Census Engagement Navigator](#)
- [Data Profiles](#)
- [Infographics](#)
- [My Congressional District](#)
- [My Tribal Area](#)
- [Narrative Profiles](#)
- [QuickFacts](#)
- [Response Outreach Area Mapper](#)

QuickFacts
Selected: Van Buren County, Michigan; Kalamazoo County, Michigan; UNITED STATES
QuickFacts provides statistics for all states and counties, and for cities and towns with a population of 5,000 or more.

Enter state, county, city, town, or zip code: Select a fact:

Table

All Topics	Van Buren County, Michigan	Kalamazoo County, Michigan	UNITED STATES
Population estimates, July 1, 2016, (V2016)	75,223	281,654	323,827,013
PEOPLE			
(1) Population estimates, July 1, 2016, (V2016)	75,223	281,654	323,827,013
(2) Population estimates base, April 1, 2010, (V2010)	75,295	250,327	308,764,105
(3) Population, percent change - April 1, 2010 (estimates based to July 1, 2016, (V2016))	-1.4%	4.9%	4.7%
(4) Population, Census, April 1, 2010	76,259	259,331	308,745,539
Age and Sex			
(1) Persons under 5 years, percent, July 1, 2016, (V2016)	6.2%	6.1%	6.2%
(2) Persons under 5 years, percent, April 1, 2010	6.4%	6.3%	6.5%
(3) Persons under 18 years, percent, July 1, 2016, (V2016)	23.8%	21.8%	22.8%
(4) Persons 18 years and over, percent, July 1, 2016, (V2016)	25.1%	22.7%	24.0%
(5) Persons 18 years and over, percent, April 1, 2010	17.3%	14.3%	15.2%
(6) Persons 65 years and over, percent, April 1, 2010	13.8%	12.3%	13.0%
(7) Female persons, percent, July 1, 2016, (V2016)	50.2%	51.0%	50.8%
(8) Female persons, percent, April 1, 2010	50.4%	51.0%	50.8%



Interactive Maps



[TOPICS](#)
Population, Economy

[GEOGRAPHY](#)
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Respond, Survey Data

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Our Research

Census.gov > Geography > Interactive Maps

Geography

About this Section

Education

GSS Initiative

Interactive Maps

Maps & Data

Metropolitan and
Micropolitan

Partnerships

Reference

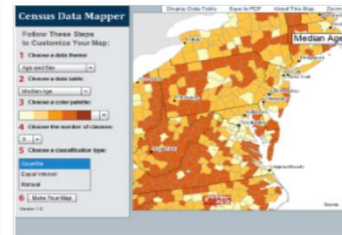
Research

Interactive Maps

Work with interactive mapping tools from across the Census Bureau.



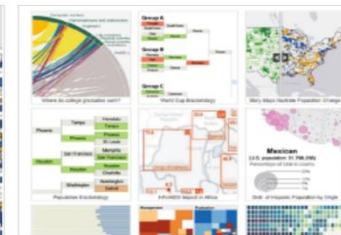
Census Business Builder



Census Data Mapper



Census Flows Mapper



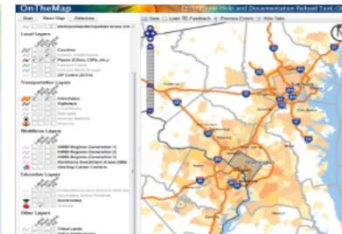
Data Visualization Gallery



Interactive Population Map



Metro/Micro Thematic Map Viewer




OnTheMap (Employment)



OnTheMap for Emergency
Management


census.gov/geography/interactive-maps



New Data Dissemination on [Data.census.gov](https://data.census.gov)



Explore Census Data

The Census Bureau serves as the leading source of quality data about the nation's people and economy.





Help us build this experience

Your input is important as we develop this platform. Start searching and let us know how we can make your experience better.

Email feedback to: cedsci.feedback@census.gov

Two Options To Start Your Search:

1. Single Search:

- Free form search box

2. Advanced Search

- Select search criteria in a step-by-step filtering experience where you select desired checkboxes

Explore Census Data

The Census Bureau is the leading source of quality data about the nation's people and economy.

🔍 I'm looking for ...

[Advanced Search](#)

Tips:

- You can find many results with either search option
- You can only access some complex topics/geographies using the advanced search. Give advanced search a try if you're not finding a quick answer to your data question with single search.

Single Search: Keywords and Codes

Q commuting salt lake city X Search

Q s0801 salt lake city X Search

COMMUTING CHARACTERISTIC...

Survey/Program: American Community Survey
Product: 2017 ACS 1-Year Estimates Subject T
Table ID: S0801

CUSTOMIZE TABLE

	Salt Lake City city, Utah	
	Total	
	Estimate	Margin of Error
Workers 16 years and o...	109,827	+/-4,302
MEANS OF TRANSPORT...		
Car, truck, or van	77.6%	+/-2.3

Q dp salt lake city X Search

ALL TABLES MAPS PAGES

4 Results Filter | Download

SELECTED SOCIAL CHARACTERISTICS IN THE UNITED STATES

Survey/Program: American Community Survey
Years: 2017,2016,2015,2014,2013,2012,2011,2010
Table: DP02

SELECTED ECONOMIC CHARACTERISTICS

Survey/Program: American Community Survey
Years: 2017,2016,2015,2014,2013,2012,2011,2010
Table: DP03

Q gas stations in utah X Search

Q 447 utah X Search

ALL TABLES MAPS PAGES

30 Results Filter | Download

All Sectors: Nonemployer Statistics for the U.S.

Survey/Program: Economic Annual Surveys
Years: 2017
Table: NS1700NONEMP

Geography Area Series: County Business Pattern

Survey/Program: Economic Annual Surveys
Years: 2016
Table: CB1600CBP

Type keywords or codes to specify your:

- Geography
- Topic(s)
- Table ID
- Table prefix
- NAICS code

Advanced Search: More Complex Searches

United States
Census
Bureau

Search

Advanced Search

Narrow search with filters

FIND A FILTER

e.g. 336111 - Automobile Manufacturing

BROWSE FILTERS

- Topics
- Geography
- Years
- Surveys
- Codes

Please select a filter to narrow your search.

Selected Filters: CLEAR FILTERS SEARCH ... MORE

Use Advanced Search to specify:

- Geographies with:
 - Complex names (ex: tracts)
 - Collections (ex: all counties in UT)
 - Components (ex: urban/rural)
- Multiple Topics
- Survey/Program/Table Type
- Population Groups
 - Race, Tribal, Hispanic Origin, Ancestry, and Foreign Born groups

Advanced Search Example: Commuting by Earnings in 2017: Utah, Salt Lake City, Salt Lake County, Salt Lake City Metro Area

BROWSE FILTERS

Topics

Geography

Years

Surveys

Codes

TOPICS

Business and Economy

Education

Employment

Families and Living Arrangements

Government

Health

Housing

Income and Poverty

Populations and Demographics

INCOME AND POVERTY

☐ Income and Poverty

☒ Income and Earnings

☐ Poverty

☐ Wealth and Assets

INCOME AND EARNINGS

☐ Income and Earnings

☐ Cash Assistance and Social Insurance

☒ Earnings (Individuals)

TOPICS

Business and Economy

Education

Employment

Families and Living Arrangements

Government

EMPLOYMENT

☐ Employment

☐ Class of Worker

☒ Commuting

☐ Employment and Labor Force Status

☐ Industry

BROWSE FILTERS

Topics

Geography

Years

Surveys

Codes

YEARS

☒ 2017

☐ 2016

☐ 2015

☐ 2014

☐ 2013

☐ 2012

BROWSE FILTERS

Topics

Geography

Years

Surveys

Codes

GEOGRAPHY

☒ Show Summary Levels

Place

159 - State-Capital

160 - Place Within State

162 - Estimate of Place

170 - State-Capital

172 - State-Capital

Place Within State

City

800 - Alaska

160 - PLACE WITHIN STATE (ST...)

Pennsylvania

Puerto Rico

UTAH

☐ Rush Valley town, Utah

☐ Salem city, Utah

GEOGRAPHY

☒ Show Summary Levels

010 - United States

020 - Region

030 - Division

040 - State

050 - County

040 - STATE

☐ South Dakota

☐ Tennessee

☐ Texas

☒ Utah

☐ Vermont

GEOGRAPHY

☐ Show Summary Levels

Land

Metropolitan Statistical Area/Micropolitan Statistical Area

Combined Statistical Area

New England City and Town Area

Urban Area

salt

☒ Salt Lake City, UT Metro Area

Find and select checkboxes in a series of step-by-step clicks

- Year
- Topics
- Geographies

Selected Filters:

Commuting

Earnings (Individuals)

Utah

Salt Lake County, Utah

Salt Lake City city, Utah

Salt Lake City, UT Metro Area

2017

CLEAR FILTERS

SEARCH

MORE

Advanced Search Example: Economic Data - Gas Stations in Utah

BROWSE FILTERS

Topics

Geography

Years

Surveys

Codes

CODES

Industry Codes (NAICS)

Product and Service Codes

Commodity Codes

INDUSTRY CODES (NAICS)

22 - Utilities

23 - Construction

31-33 - Manufacturing

42 - Wholesale trade

44-45 - Retail trade

48-49 - Transportation and warehousing

51 - Information

44-45 - RETAIL TRADE

444 - Building material and garden equipment and supplies dealers

445 - Food and beverage stores

446 - Health and personal care stores

447 - Gasoline stations

448 - Clothing and clothing accessories stores

447 - GASOLINE STATIONS

☐ 447 - Gasoline stations

4471 - Gasoline stations

4471 - GASOLINE STATIONS

☐ 4471 - Gasoline stations

44711 - Gasoline stations with convenience stores

44719 - Other gasoline stations

44711 - GASOLINE STATIONS WITH CO...

☒ 44711 - Gasoline stations with convenience stores

447110 - Gasoline stations with convenience stores

Find and select codes by industry, product, service, and commodity through step-by-step clicks

BROWSE FILTERS

Topics

Geography

Years

Surveys

Codes

GEOGRAPHY

☐ Show Summary Levels

Nation

Region

Division

State

County

Tract

Block Group

Block

Zip Code Tabulation Area

STATE

☐ Rhode Island

☐ South Carolina

☐ South Dakota

☐ Tennessee

☐ Texas

☐ United States Virgin Islands

☒ Utah

☐ Vermont

☐ Virginia

Search

Geography Area Series: County Business Patterns by Employment ...

Survey/Program: Economic Annual Surveys Year: 2016

TableID: CB1600CBP

CUSTOMIZE TABLE

Geographic Area Name	2012 NAICS code	Meaning of 2012 NAICS code	Meaning of Legal form of organization code	Meaning of establishment code
Utah	447110	Gasoline stations with...	All establishments	All establishments
Utah	447110	Gasoline stations with...	All establishments	Establishments
Utah	447110	Gasoline stations with...	All establishments	Establishments
Utah	447110	Gasoline stations with...	All establishments	Establishments
Utah	447110	Gasoline stations with convenience stores	All establishments	Establishments
Utah	447110	Gasoline stations with convenience stores	All establishments	Establishments
Utah	447110	Gasoline stations with...	All establishments	Establishments
Utah	447110	Gasoline stations with...	All establishments	Establishments
Utah	447110	Gasoline stations with...	All establishments	Establishments
Utah	447110	Gasoline stations with...	All establishments	Establishments

How to Use data.census.gov

2. All Results Page

All Results Page

United States
Census
Bureau

commute salt lake city

×

Search

ALL

TABLES

MAPS

PAGES

About 52 results | Filter

EXPLORE DATA

19.0 +/- 0.7 Average travel time to work (in minutes) in Salt Lake City city, Utah

Source 2017 American Community Survey 1-Year Estimates
<https://www.census.gov/programs-surveys/acs/>

>

EXPLORE DATA

Salt Lake City city, Utah Profile

Salt Lake City city, Utah is a city, town, place equivalent (CDP), or township located in Utah. Salt Lake City city, Utah has a total area of 111.2 square miles.

>

Tables

SELECTED ECONOMIC CHARACTERISTICS

Survey/Program: American Community Survey
Years: 2017,2016,2015,2014,2013,2012,2011,2010 Table: DP03

	Salt Lake City city, Utah			
	Estimate	Margin of Error	Percent	Percent Margin of Error
EMPLOYMENT STATUS				
Population 16 years and over	160,223	+/-3,498	160,223	(X)
In labor force	116,819	+/-4,194	72.9%	+/-2.1%
Civilian labor force	116,683	+/-4,171	72.8%	+/-2.1%
Employed	112,009	+/-4,199	69.9%	+/-2.1%
Unemployed	4,674	+/-1,035	2.9%	+/-1.0%

COMMUTING CHARACTERISTICS BY SEX

Related Searches

Salt Lake City city, Utah Business and Economy

Salt Lake City city, Utah Education

Salt Lake City city, Utah Employment

Salt Lake City city, Utah Families and Living Arrangements

Salt Lake City city, Utah Government

Salt Lake City city, Utah Health

Salt Lake City city, Utah Housing

Salt Lake City city, Utah Income and Poverty

Salt Lake City city, Utah Populations and People

Search results by tables, maps, and webpages. Some topics also have feature results. Geography profiles available for nation, state, county and place.

How to Use data.census.gov

3. Locating a Geography Profile

Geography Profile

Single Search: Type Your Area and Click the First Bold Result

Explore Census Data

The Census Bureau is the leading source of quality data about the nation's people and economy.

× Search

Salt Lake City city, Utah Profile

Salt Lake City city, Utah is a city, town, place equivalent (CDP), or township located in Utah. Salt Lake City city, Utah has a total area of 111.2 square miles.

All Results Page: Click the Blue Box that Says Explore Data

United States Census Bureau

× Search

ALL TABLES MAPS PAGES

About 3,794 results | Filter

EXPLORE DATA

200,538 +/- 36 **Total Population in Salt Lake City city, Utah**

Source 2017 American Community Survey 1-Year Estimates
<https://www.census.gov/programs-surveys/acs/>

Tables

ACS DEMOGRAPHIC AND HOUSING ESTIMATES

EXPLORE DATA

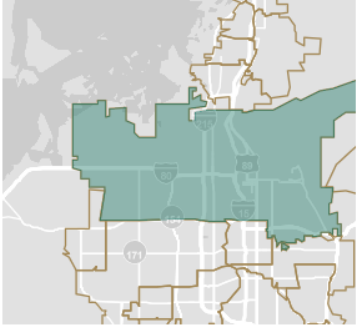
Salt Lake City city, Utah Profile

Salt Lake City city, Utah is a city, town, place equivalent (CDP), or township located in Utah. Salt Lake City city, Utah has a total area of 111.2 square miles.


× Search

Salt Lake City city, Utah

Place in Utah




Salt Lake City city, Utah is a city, town, place equivalent (CDP), or township located in Utah. Salt Lake City city, Utah has a total area of 111.2 square miles.




POPULATION

194,188




MEDIAN HOUSEHOLD INCOME

\$54,009



POVERTY RATE

17.8%



EMPLOYMENT RATE

67.7%

People and Population

Age and Sex

31.9 +/- 0.4

Median age in Salt Lake City city, Utah

Population by Age Range in Salt Lake City city, Utah

Under 5 years - 6.8%

Available for:

- Nation
- State
- County
- City/Town

35

How to Use data.census.gov

4. Customizing your table

Customizing Tables

Use table controls to:

1. Download data
2. Change your table view
3. Add or remove items from your search criteria
4. View data notes
5. Link to FTP site

// Search / Tables / B08121

MEDIAN EARNINGS IN THE PAST 12 MONTHS (IN 2017 INFLATION-ADJUSTED DOLLARS) BY MEANS OF TRANSPORTATION TO WORK

Survey/Program: American Community Survey Universe: Workers 16 years and over with earnings TableID: B08121 Product: 2017: ACS 1-Year Estimates Detailed Tables

Data Notes	4 Geographies	1 Year	2 Topics	Survey	Code	Hide	Filter	Sort	Transpose Table	Margin of Error	Restore Layout	Download	Print	Share	More Data	Map
	Utah		Salt Lake County, Utah		Salt Lake City city, Utah		Salt Lake									
	Estimate	Margin of Error	Estimate	Margin of Error	Estimate	Margin of Error	Estimate	Margin of Error	Estimate	Margin of Error	Estimate	Margin of Error	Estimate	Margin of Error	Estimate	Margin of Error

Search

MEDIAN EARNINGS IN THE PAST 12 MONTHS (IN 2017 INFLATION-ADJUSTED DO...

Survey/Program: American Community Survey Product: 2017: ACS 1-Year Estimates Detailed Tables
TableID: B08121 Universe: Workers 16 years and over with earnings

CUSTOMIZE TABLE

	Utah	Salt Lake County, Utah	Salt Lake
--	------	------------------------	-----------

Total—Public transportation (excluding taxicab)—Estimate

Survey/Program: American Community Survey Product: 2017: ACS 1-Year Estimates Deta
Data Variable: Total—Public transportation (excl Geographies: Metropolitan/Micropolitan Area

CUSTOMIZE MAP

SALT LAKE

Salt Lake City

Look for Customize Table and Customize Map in upper right to access the full set of customization options

Download: Two Formats

(1) Use the data (2) View or print the data

Option 1: Download Links/Buttons

United States Census Bureau

ALL TABLES MAPS PAGES

9 Results

Filter | Download

MEANS OF TRANSPORTATION TO WORK BY WORKERS' EARNINGS IN THE PAST 12 MONTHS (IN 2017 INFLATION-ADJUSTED DOLLARS)

Survey/Program: American Community Survey

Years: 2017

Table: B08119

// Search / Tables / B08121

MEDIAN EARNINGS IN THE PAST 12 MONTHS (IN 2017 INFLATIO...

Survey/Program: American Community Survey

Universe: Workers 16 years and over with earnings TableID: B08121

Product: 2017: ACS 1-Year Estimates Detailed Tables

Data Notes

4 Geographies

1 Year

2 Topics

Survey

Code

More

Hide

Filter

Sort

Transpose Table

Margin of Error

Restore Layout

Download

Print

Share

More Data

Map

Result: A flat file where each geography has its own row

	A	B	C	D	E
1	GEO_ID	NAME	B08121_001E	B08121_0	B0812
2	id	Geographic Area Name	Estimate!!	Med Margin of	Estima
3	0400000US49	Utah	33402	750	357
4	0500000US49035	Salt Lake County, Utah	36160	524	380
5	1600000US4967000	Salt Lake City city, Utah	33044	2932	362
6	310M300US41620	Salt Lake City, UT Metro Area	36231	533	381

Option 2: Right click table to export or copy

Utah

Estimate

Margin of Error

Median earnings in the past 12 months --

Total:

33,402

+/-750

Car, truck, or van - drove alone

35,701

+/-450

Car, truck, or van - carpooled

27,308

+/-2,158

Public transportation (excluding taxicab)

26,231

+/-2,181

Walked

17,302

+/-2,814

Taxicab, motorcycle, bicycle, or other means

27,129

+/-2,941

Worked at home

35,385

+/-3,290

Copy cells

Ctrl+C

Copy with headers

Export Table

Export to CSV

Export to Excel

Result: A table view

	A	B	C
1		Utah	
2		Estimate	Margin of Error
3	Median earnings in the past 12 months --		
4	Total:	33,402	+/-750
5	Car, truck, or van - drove alone	35,701	+/-450
6	Car, truck, or van - carpooled	27,308	+/-2,158
7	Public transportation (excluding taxicab)	26,231	+/-2,181
8	Walked	17,302	+/-2,814
9	Taxicab, motorcycle, bicycle, or other means	27,129	+/-2,941
10	Worked at home	35,385	+/-3,290

Do you want to?

• Use the data:

Try “download” options

• View or print the data:

Try right click options

Data Notes

The screenshot shows the Census Bureau's data interface. The top navigation bar includes tabs for 'Data Notes', '4 Geographies', '1 Year', '2 Topics', 'Survey', 'Code', 'Hide', 'Filter', 'Sort', 'Transpose Table', 'Margin of Error', 'Restore Layout', 'Download', 'Print', 'Share', 'More Data', and 'Map'. The 'Data Notes' tab is highlighted with a red box. Below the navigation bar, the page title is 'MEDIAN EARNINGS IN THE PAST 12 MONTHS (IN 2017 INFLATION-ADJUSTED DOLLARS) BY MEANS OF TRANSPORTATION TO WORK'. The 'Data Notes' section is also highlighted with a red box. A blue callout box points to the 'Data Notes' section, stating: 'Provides documentation links, an explanation of symbols, data source, and other notes.'

Data Notes

MEDIAN EARNINGS IN THE PAST 12 MONTHS (IN 2017 INFLATION-ADJUSTED DOLLARS) BY MEANS OF TRANSPORTATION TO WORK

Survey/Program: American Community Survey
Universe: Workers 16 years and over with earnings
Year: 2017
Estimates: 1-Year
Table ID: B08121

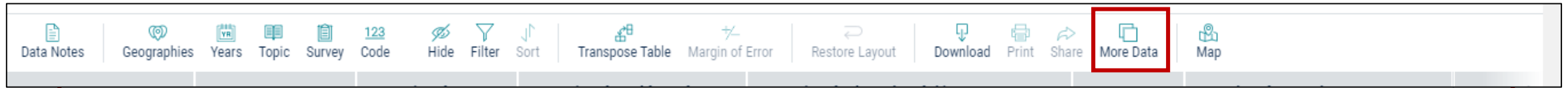
Supporting documentation on code lists, subject definitions, data accuracy, and statistical testing can be found on the American Community Survey website in the [Technical Documentation](#) section.

Sample size and data quality measures (including coverage rates, allocation rates, and response rates) can be found on the American Community Survey website in the [Methodology](#) section.

Explanation of Symbols:

1. An "***" entry in the margin of error column indicates that either no sample observations or too few sample observations were available to compute a standard error and thus the margin of error. A statistical test is not appropriate.
2. An "-" entry in the estimate column indicates that either no sample observations or too few sample observations were available to compute an estimate, or a ratio of medians cannot be calculated because one or both of the median estimates falls in the lowest interval or upper interval of an open-ended distribution.
3. An "-" following a median estimate means the median falls in the lowest interval of an open-ended distribution.
4. An "+" following a median estimate means the median falls in the upper interval of an open-ended distribution.
5. An "***" entry in the margin of error column indicates that the median falls in the lowest interval or upper interval of an open-ended distribution. A statistical test is not appropriate.
6. An "*****" entry in the margin of error column indicates that the estimate is controlled. A statistical test for sampling variability is not appropriate.

More Data



Download / Print / Share

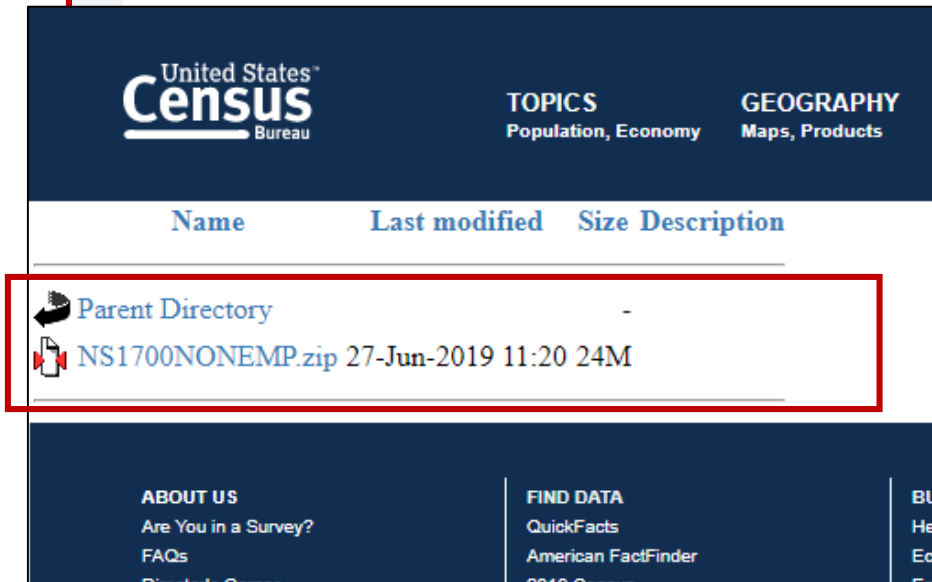


DOWNLOAD EMBED SHARE API PRINT **MORE DATA**

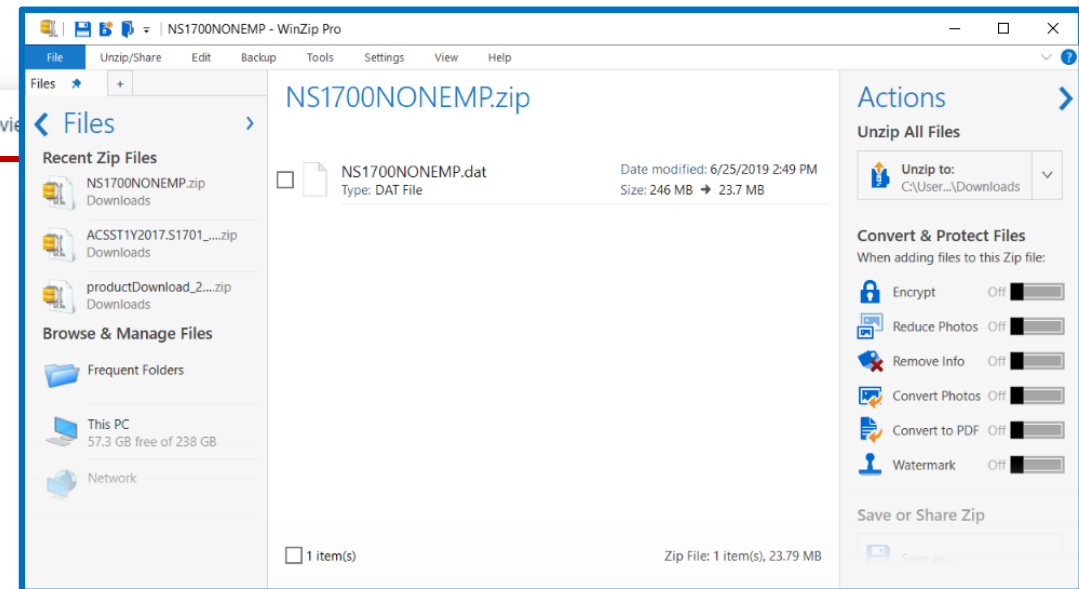
More Data

The link below will take you to a FTP or census website to download larger data files from a directory.
The data will not reflect any customizations you have made here.

CONTINUE TO SITE



U.S. Department of Commerce
Economics and Statistics Administration
U.S. CENSUS BUREAU
census.gov



How to Use data.census.gov

5. Mapping the data

Mapping

Map a data variable from a table

1. Select your table
2. Select your variable
3. Add or remove geographies:
 - ✓ Filter option
 - ✓ Rectangle selection tool
 - ✓ Click on the map

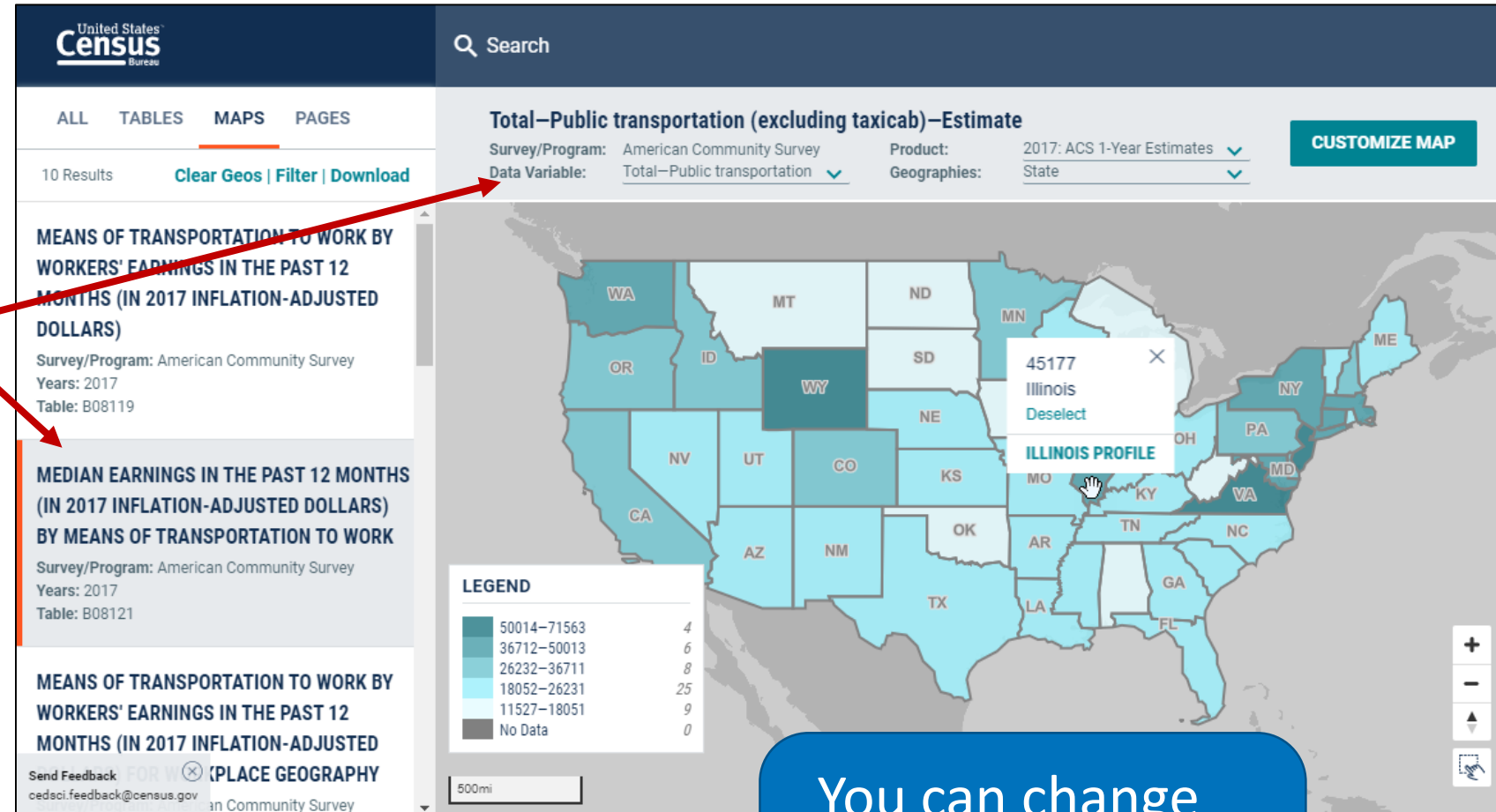
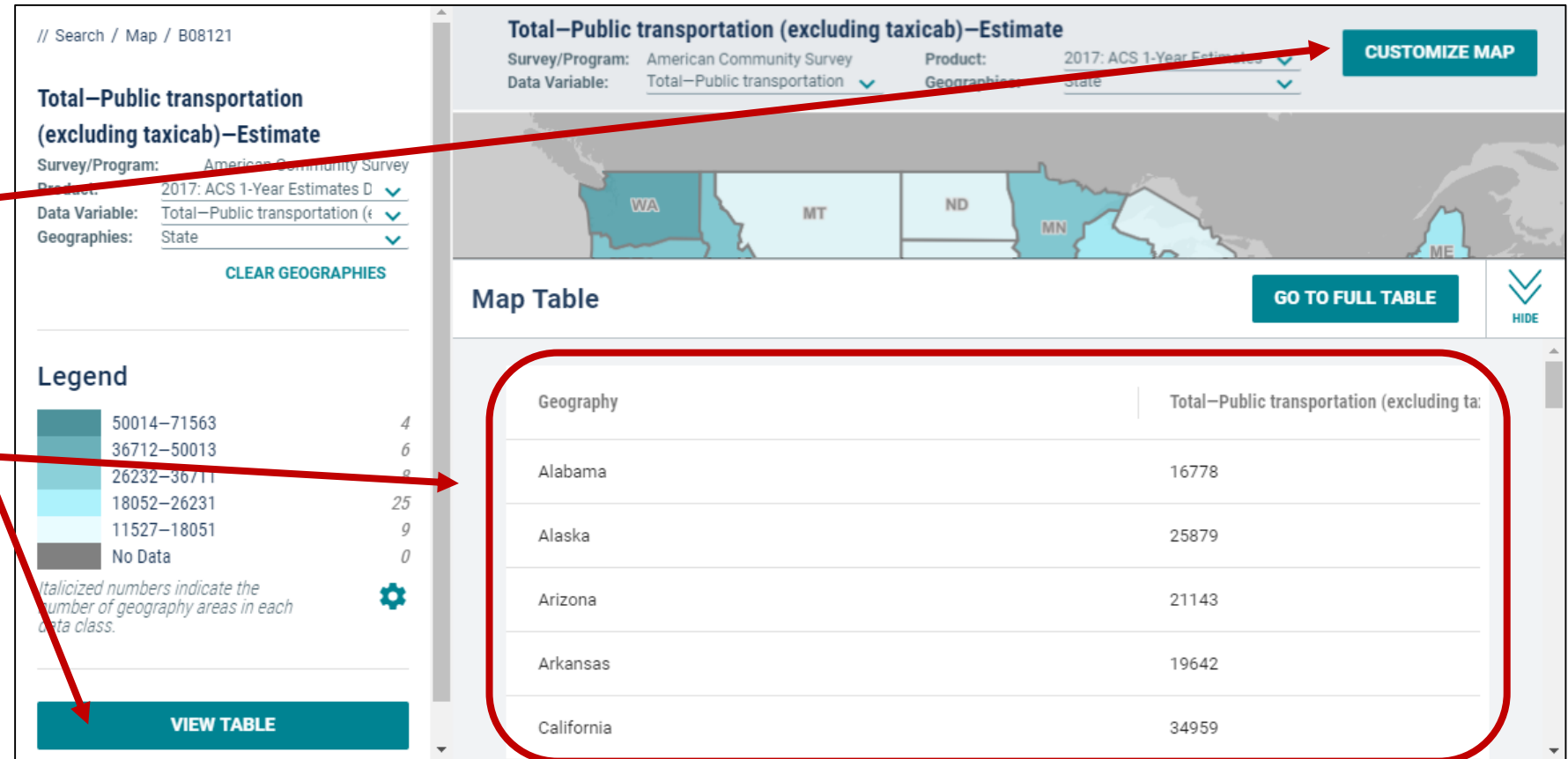


Table View of Mapped Estimate

You can now create a table view of the single estimate you mapped

1. Click Customize Map
2. Click View Table in the left panel
3. View your table

Tip: View table allows for a create-your-own geographic comparison similar to the functionality of AFF.



How to Use data.census.gov

6. Staying Connected

data.census.gov Landing Page

United States Census Bureau

Explore Census Data

The Census Bureau is the leading source of quality data about the nation's people and economy.

[Advanced Search](#)

Questions?	Release Notes	Stay Connected
What is data.census.gov?	More data available	Recorded Webinar: New Updates to data.census.gov - June 2019
When will American FactFinder (AFF) go away?	Table enhancements	Tutorials
How do I get started with my search?	Export to Excel	Our development depends on YOUR feedback Tell us how to make your experience better.
How do I save my results or search?	Multiple table download	cedsci.feedback@census.gov
How do I access data by race, Hispanic origin, ancestry, or country of birth?	Bug fixes	
What are the known issues and defects	Full Release Notes	

Links to educational materials and resources:

- [Frequently Asked Questions \(FAQs\)](#)
- [Release Notes](#)
- [Recorded webinars](#)
- [Upcoming webinars](#)
- [Tutorials on data.census.gov](#)

Tell us how to make your experience better!
Provide feedback at
cedsci.feedback@census.gov

Additional Resources

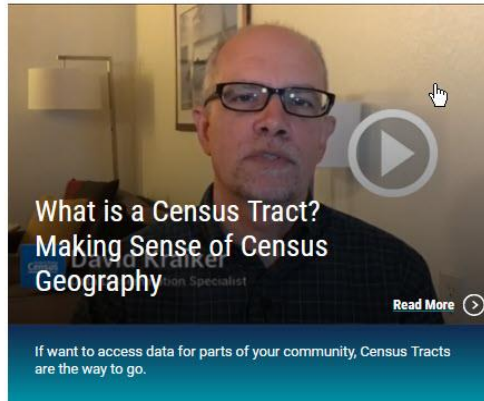
[Census.gov/Academy](https://census.gov/academy): Visit and Subscribe

Census Academy

Data Gems
Webinars
Courses - Coming Soon!



Data Gems



VIDEO | OCTOBER 11, 2018
How to Access Data for a Neighborhood or Service Area
By using Census Tracts, you can select the boundaries of your area, and access demographic, socioeconomic, and housing statistics about your community.

VIDEO | SEPTEMBER 21, 2018
How to Extract Data from the Census API
Learn how to use the Census API to explore or learn more about America's changing population and economy.

VIDEO | SEPTEMBER 21, 2018
Visualizing Characteristics Using the Census Engagement Navigator
Learn how to use this interactive visualization to quickly understand what areas of the country had high or low return rates in the 2010 census.

[VIEW ALL DATA GEMS](#)

✓ Receive our Data Gems.

These short “how-to” videos are an easy and quick way to increase your knowledge of Census data. Get them in your inbox!

✓ Get access to our data courses.

You will learn-at-your-own-pace with these video-tutorials designed for different skill levels.

✓ Interact with our instructors via webinars.

Learn about our data releases and tools while attending these live virtual classes.

✓ Bring our data experts to you.

[Request](#) free workshops and webinars for your organization: census.askdata@census.gov

✓ Take part in this community

[Share](#) your feedback and ideas for our educational content: Census.academy@census.gov

Stay Current

NEWSROOM



The latest news releases and statements from the U.S. Census Bureau. Also, find upcoming events, and useful information for media

[census.gov/newsroom.html](https://www.census.gov/newsroom.html)

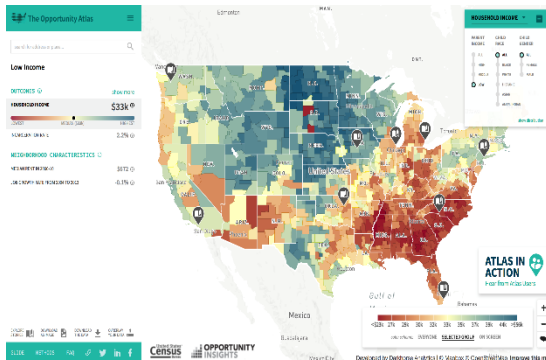
DIRECTOR'S BLOG



This blog gives the director's point of view on everything from Census Bureau news to how we measure America's people, places and economy.

[census.gov/newsroom/blogs/director.html](https://www.census.gov/newsroom/blogs/director.html)

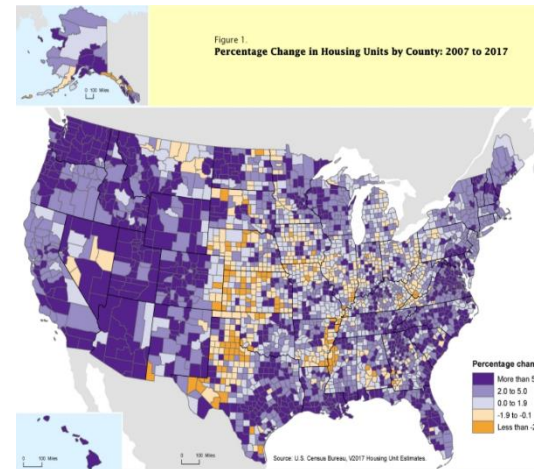
AMERICA COUNTS



Featured stories on various topics such as families, housing, employment, business, education, the economy, emergency preparedness, and population

[census.gov/AmericaCounts](https://www.census.gov/AmericaCounts)

STATS FOR STORIES



Provides links to timely story ideas highlighting the Census Bureau's newsworthy statistics that relate to current events, observances, holidays, and anniversaries

[census.gov/newsroom/stories.html](https://www.census.gov/newsroom/stories.html)
[census.gov/newsroom/facts-for-features.html](https://www.census.gov/newsroom/facts-for-features.html)

Stay Connected #CensusData



Sign up for and manage alerts at
<https://public.govdelivery.com/accounts/USCENSUS/subscriber/new>



facebook.com/uscensusbureau



twitter.com/uscensusbureau



More information on the
American Community Survey:
<https://www.census.gov/acs>



youtube.com/user/uscensusbureau



instagram.com/uscensusbureau



Census (Non-media inquiries)
800-923-8282

Public Information Office (Media)
301-763-3030



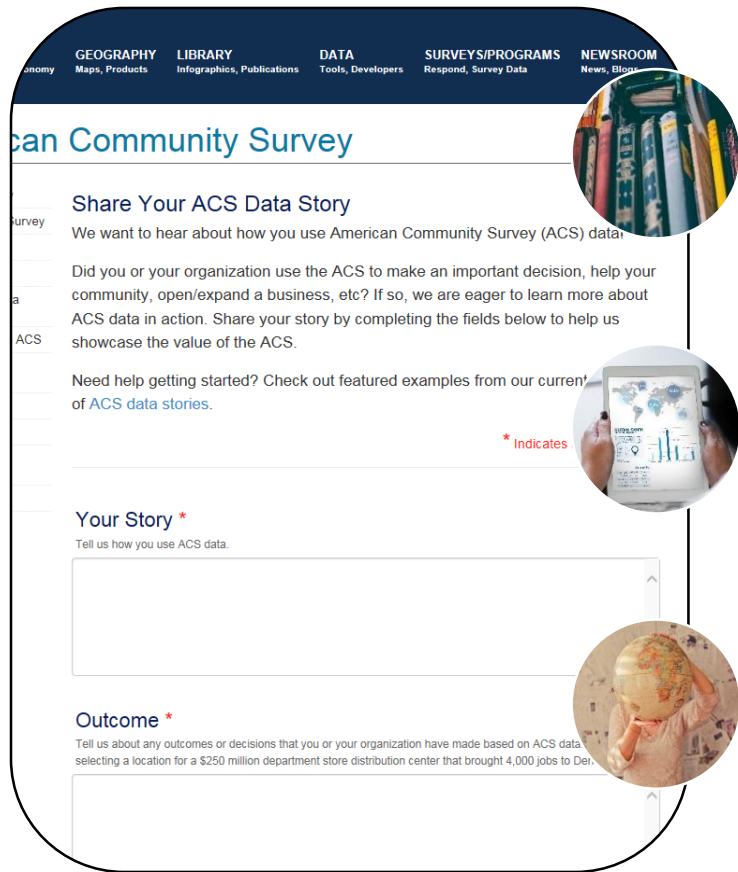
pinterest.com/uscensusbureau



linkedin.com/company/us-census-bureau

The American Community Survey

Data Tell Stories. Tell Us Yours!



Share Your ACS Data Story

We want to hear about how you use American Community Survey (ACS) data.

Did you or your organization use the ACS to make an important decision, help your community, open/expand a business, etc? If so, we are eager to learn more about ACS data in action. Share your story by completing the fields below to help us showcase the value of the ACS.

Need help getting started? Check out featured examples from our current [of ACS data stories](#).

Your Story *

Tell us how you use ACS data.

Outcome *

Tell us about any outcomes or decisions that you or your organization have made based on ACS data. For example, selecting a location for a \$250 million department store distribution center that brought 4,000 jobs to Denver.

Your story

Your outcome

Your data details

To tell us your story, visit:
census.gov/acs/www/share-your-story/index.php

Additional Resources:

Want Free Training?

Need Local Stats?

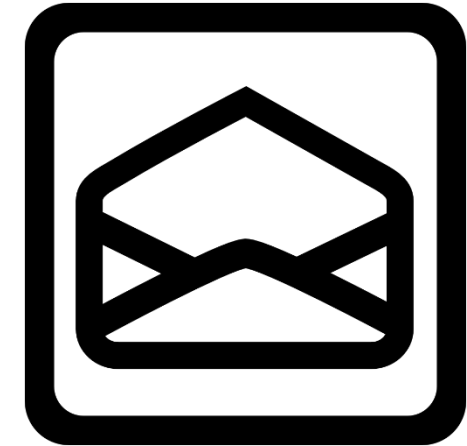


**U.S. Census Bureau
Data Dissemination Specialist**

Eric Coyle

(702) 236-3202

eric.a.coyle@census.gov



Additional Assistance:

Toll-free number:

1-844-ASK-DATA (1-844-275-2342)

census.askdata@census.gov

Q&A and Thank You!